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Note for Weinstein, Barbara

From: Thoretz, Will

Date: Thu, Jul 6, 1995 3:23 PM

Subject: FW: Premium Share Growth

To: Weinstein, Barbara

Here it is...

From: Thoretz, Will on Thu, Jul 6, 1995 3:09 PM
Subject: Premium Share Growth
To: Gawronski, Edward

Ed, we are making the following statment in our second-quarter earnings release:

As a percentage of shipments, premium-priced cigarette sales continued to grow, claiming TK% of Philip Morris U.S.A.'s volume mix, a gain of TK points from last year. In comparison, the premium portion of U.S. industry sales rose TK% in the quarter, with Philip Morris accounting for TK% of that growth.

Louis Camilleri believes our percentage of industry premium growth could be as high as 90%. He is meeting with Geoff Bible at 4 p.m. and would like to have this info at his fingertips. Thanks.

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